# VAP Promotion Timetable
## September

| 1) Promotion Details | | | | | |
|---|---|---|---|---|---|
| Month | September | September * | September | September | September |
| Promotion | DORAL "Price Check Jackpot" #801271 (Pack/CTS Pack) | DORAL "Price Check Jackpot" #801315 (Supermarket) | DORAL 30¢ Off 1 Pack DPC #801139 (Reg) #801140 (Tear Tape) | SALEM 30¢ Off 1 Pack DPC #801675 | SALEM 30¢ Off 1 Pack Tear Tape #800438 |
| Offers Per Display | 40 | 80 | 40 | 40 | 40 |
| First Order Date | 7/13/98 | 7/13/98 | 7/13/98 | 7/13/98 | 8/10/98 |
| First Delivery Date to Direct Account | 8/3/98 | 8/3/98 | 8/3/98 ** | 8/3/98 ** | 8/31/98 |
| Direct Account Ships to Retail (week of) | 8/31/98 | 8/31/98 | 8/31/98 or 9/21/98 | 8/31/98 or 9/21/98 | 9/14/98 |
| **2. Pre-Planning and Execution** | | | | | |
| Review with Direct Account | | | | | |
| Direct Account Administration | | | | | |
| Templates/Packing Instruction to Direct Account | | | | | |
| BSGSF Ordered | | | | | |
| BSGSF Delivery to Direct Account | | | | | |
| Premiums Ordered | | | | | |
| Premium Delivery to Direct Account | | | | | |
| Template Loaded/Reviewed | | | | | |
| Product Stamping | | | | | |
| VAP Assembly/Packing | | | | | |
| **3. Follow-Up Process** | | | | | |
| Review Unshipped SKUs | | | | | |
| Identify Missed Distributions | | | | | |
| Reload Distributions | | | | | |
| Ship to Appropriate Accounts | | | | | |

* Supermarket promotion requires tax stamping/shipping only - no assembly.

** DPC/Low Volume DTS is **9/24/98** in majority of regions; however, select regions working **8/31/98** DTS. Schedules to accommodate earliest ship date.



Source: https://www.industrydocuments.ucsf.edu/docs/sgjn0000

# ROU Checklist - September

| | 801271 * DORAL "Price Check Jackpot" (Pack and CTS) (40/SKU) | 801315 ** DORAL "Price Check Jackpot" (Supermarkets) (80/SKU | 801139 (Reg.) 801140 (Tear Tape) DORAL 30¢ Off 1 Pack Low Volume/DPC (40/SKU) | 801675 SALEM 30¢ Off 1 Pack Low volume/DPC (40/SKU) | 800438 SALEM 30¢ Off 1 Pack Tear Tape (40/SKU) |
|---|---|---|---|---|---|
| Execution Model Available | 6/16/98* | 6/16/98 ** | N/A | N/A | On-Going |
| Adjustments to Model | 6/16 - 7/3/98 | 6/16 - 7/3/98 | N/A | N/A | Prior to 7/31/98 close of business |
| Templates Available | 7/6/98 | 7/6/98 | N/A | N/A | 8/3/98 |
| Allocations to Direct Account by Winston-Salem | N/A | N/A | N/A | N/A | 8/3/98 |
| Value-Added Transfer Deadline | 7/10/98 | 7/10/98 | 7/10/98 (manual transfer only) | 7/10/98 (manual transfer only) | N/A |
| First Order Date | 7/13/98 | 7/13/98 | 7/13/98 | 7/13/98 | 8/10/98 |
| First Delivery Date to Direct Accounts | 8/3/98 | 8/3/98 | 8/3/98 | 8/3/98 | 8/31/98 |
| Roll Remaining Allocation to Next Drive Period | N/A | N/A | N/A | N/A | N/A |
| VAP Delivery Date to Retail | 8/31/98 | 8/31/98 | 8/31/98 *** | 8/31/98 *** | 9/14/98 |
| Last Delivery Date to Direct Account | 9/11/98 | 9/11/98 | 10/2/98 | 10/2/98 | 9/25/98 |
| Roll Remaining Allocations to National Clean-Up | 9/14 - 9/18/98 | 9/14 - 9/18/98 | N/A | N/A | N/A |

* CTS pack accounts need to be added to the execution workplan which includes pack outlets prior to transfers.

** Supermarket accounts will need to be added to the execution workplan prior to transfers. One SKU will represent 80 offers/8 cartons.

*** DPC/Low Volume DTS is **9/21/98** in majority of regions; however, select regions working **8/31/98** DTS. Schedules to accommodate earliest ship date.



Source: https://www.industrydocuments.ucsf.edu/docs/sgjn0000

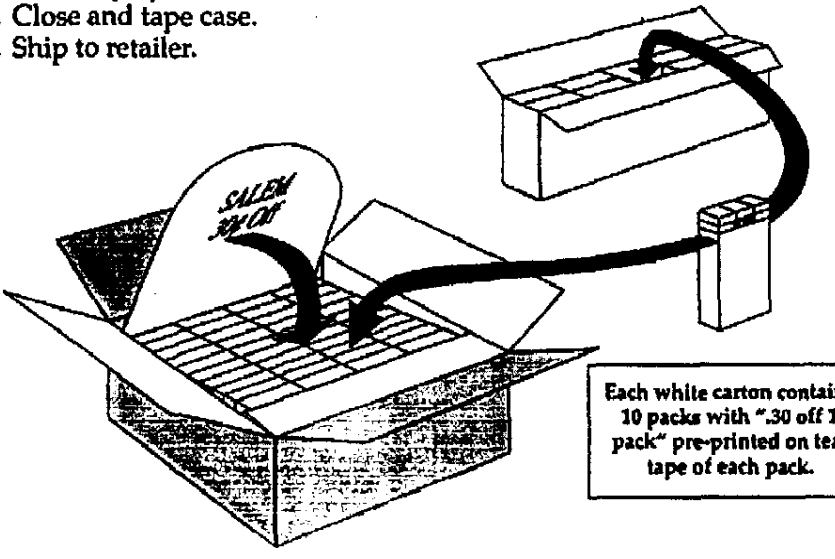
**WHOLESALER PACKING INSTRUCTIONS**

SALEM TEAR TAPE **3RD QTR '98**

# September SALEM 30¢ OFF 1 Pack Tear Tape

## STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.




Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

**Item# 541964**
**MSA Promotion Reporting Description:** SAL_98_.30/1_PK_

| | | | | | | |
|---|---|---|---|---|---|---|
| Brand Style | King | 100 | LT King | LT 100 | | |
| | Ship | Number | as | Indicated | | |

51854 7911



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